

# Namibia - Etosha National Park

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# Overview

## Identification

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**COUNTRY**

Namibia

**EVALUATION TITLE**

Etosha National Park

**EVALUATION TYPE**

Independent Performance Evaluation

**ID NUMBER**

DDI-MCC-NAM-ENP-2019-v01

## Version

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**VERSION DESCRIPTION**

Anonymized dataset for public distribution

## Overview

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**ABSTRACT**

This is a mixed-method, ex-post performance evaluation drawing on primary and secondary data sources and using multiple methods to address each of the evaluation questions. The evaluation team will gather qualitative data and analysis of key informant interviews (KIIs) and focus group discussions (FGDs) to understand perceptions of important trends in metrics at ENP, as well as changes in ENP management and staffing. The team will also conduct ex-post data collection (via an online survey) and analysis of tourism operator perceptions and private enterprise owners around ENP. They will supplement these primary sources of data with secondary data on Namibian tourist arrivals, ENP revenue and arrivals, social media comments and reviews from sites such as Trip Advisor. Although there are limitations in the secondary data, to the extent possible the evaluation team will analyze and compare specific trends pre-Tourism Project with trends during and after the Tourism Project.

Evaluation questions for the ENP Activity include:

1. Was the ENP Activity implemented according to plan?
2. What is the current condition of Compact-supported infrastructure and what resources have been allocated to maintain it?
3. To what extent have the changes introduced by the ENP Change Management Advisor been adopted by ENP? If not, why not? How do staff perceive the usefulness of those changes? What lessons were learned that can be applied to similar institutional reform interventions in the future?
4. What has been the trend in key program outcomes, what are key stakeholders' perceptions of these trends and in what ways might the ENP Activity have played a role in those trends?
5. How sustainable are outcomes related to Compact-related ENP investments?
6. Were there any unintended consequences that stemmed from implementing the activities?

**EVALUATION METHODOLOGY**

Other (Performance Evaluation)

**UNITS OF ANALYSIS**

Tour operator, other

**KIND OF DATA**

Sample survey data [ssd]

## TOPICS

Topic	Vocabulary	URI
Finance, Investment, Trade	MCC Sector	

## KEYWORDS

Tourism, Namibia, ENP, Marketing, Infrastructure

## Coverage

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### GEOGRAPHIC COVERAGE

National coverage, with focused activities in the north of the country near Etosha National Park

## UNIVERSE

Enterprises around ENP

## Producers and Sponsors

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### PRIMARY INVESTIGATOR(S)

Name	Affiliation
Abt Associates	

### FUNDING

Name	Abbreviation	Role
Millennium Challenge Corporation	MCC	

## Metadata Production

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### METADATA PRODUCED BY

Name	Abbreviation	Affiliation	Role
Millennium Challenge Corporation	MCC		Review of Metadata
Abt Associates			Independent Evaluator

### DATE OF METADATA PRODUCTION

2019-04-03

### DDI DOCUMENT VERSION

Version 1 (4-3-2019)

### DDI DOCUMENT ID

DDI-MCC-NAM-ENP-2019-v01

## MCC Compact and Program

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### COMPACT OR THRESHOLD

Namibia Compact

### PROGRAM

The objective of the Namibia Tourism Project was to “grow the Namibian tourist industry by improving tourism management and increasing awareness of Namibia as a tourist destination.” To meet this objective, the Project included three Activities, targeted at: 1) Improving management of ENP 2) Strengthening tourism marketing to the country, especially from North America 3) Developing ecotourism in communal conservancies This independent evaluation covers the Etosha National Park (ENP) Activity, which aimed to reform the management and governance of ENP by the Ministry of Environment and Tourism,

and to improve ENP's infrastructure. This included preparing for the opening of the western half of the park by developing the Galton Gate; providing equipment for the translocation of wildlife; building and maintaining staff housing, including visitor camping facilities and other infrastructure such as roads; and conducting management strengthening activities, including policy formation, delivered by a Compact-funded Change Management Advisor (CMA).

**MCC SECTOR**

Finance, Investment, and Trade (FIT)

**PROGRAM LOGIC**

The ENP Activity included a number of sub-activities that collectively aimed to improve the tourist experience, increase the number of tourists visiting ENP, and increase revenue to ENP. These sub-activities included improving the management capacity of ENP; infrastructure investments, which included opening the Galton Gate in the western half of the park, staff housing, which aimed to improve work conditions and thus attract and retain high quality staff to apply their skills in the Park, and other small-scale infrastructure; and provision of road maintenance and game translocation equipment.

**PROGRAM PARTICIPANTS**

ENP staff

# Sampling

## Study Population

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Enterprises around ENP

## Sampling Procedure

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### Online Enterprise Survey

All enterprises included on a list NTB provided in 2018 will be surveyed. To confirm whether a respondent's enterprise is located along the routes and/or around ENP, the survey will begin with a number of screening questions to categorize each enterprise. Those enterprises that are around ENP will serve as a "treatment group". Those that are not located near ENP will serve as a "comparison group" that will allow the team to "control" somewhat for country-wide economic shifts that may have affected enterprises during the intervention period but outside of the Tourism Project. The evaluation team expects a response rate of about 3 to 5 percent, which is a conservative estimate based on numbers achieved in past online surveys.

# Questionnaires

## Overview

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### Online Enterprise Survey

To measure private sector investment around ENP, this questionnaire will ask owners/managers about trends in the number of guests or visitors and the revenue they received before and after the Tourism Project and about their perceptions of the Project's contribution to their businesses. Specifically, the survey includes recall questions in an attempt to determine trends in the number of guests/visitors, revenue, employees, and (for lodging operators) the number of rooms of the surveyed enterprises.

# Data Collection

## Questionnaires

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### Online Enterprise Survey

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## Data Processing

No content available



## Data Appraisal

No content available